Research Proposal of the Thesis Entitled

Proposition of Design Interventions for Luxury Market in Collaboration with the Printed Textiles of Kutch

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By

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Introduction

Textile has been one of the significant sources of income around the globe. It is the second largest source of income in India, with agriculture being the first. Textiles depict the cultural heritage of every part of the world. Through history and religion, a massive diversity is noticed in Indian Crafts and textiles (Sanjay Saxena, 2018). Technology over the years has been affecting textiles gradually yet significantly. Due to industrialisation, there has been an impact on the originality of textile designs and the economic condition of rural communities. It affects the organized and unorganized sectors of the textile industry. This occurs due to various reasons, some of which are inadequate finances, poor marketing promotion, inadequate welfare measures and government support, lack of sufficient resources and so on and so forth (Deepshikha and Pradeep Yammiyavar, 2019). Every type of traditional art has its significance and history behind the usage of color or motif, but due to fusion and the ever-growing fashion industry, the essence of the arts is being neglected (Madhu & Swati, 2016). The mere fact that the revivalists and designers are celebrating declining art and crafts through contemporary interpretations has threatened their survival.

The designs used in Indian Textiles are inspired by flora, fauna or architectural designs, wherein each motif and pattern has its own cultural significance (Deepshikha and Pradeep Yammiyavar, 2019). Foreign trade has influenced globalization occurring worldwide. With the advent of technological advancements, a rapid depletion has been grasped in the textile sector. There is a loss of originality in textiles and accompaniments due to the industrialized output. The impact of this revolutionization on the economic condition of rural communities is also to be considered. With the ever changing Fashion Industry, the need for goods and innovation has become a trivial part of the process (Mamatha, 2019). In today's time, it is difficult to fight and sustain traditional art and craft due to the contemporary marketplace. The handicrafts of traditional textiles would not only add to the aesthetic beauty of the household and an individual but also bring a lot of sentimental value to the makers.

The Gujarat state of India is considered one of the culturally rich heritage areas. The amalgamation of the design patterns and techniques that are a great manifestation of cross-culturally inspired design (Vibha & Madhu, 2016). The Gujarat region can be culturally divided into four zones: North Gujarat, Kutch, Saurashtra and South Gujarat (Shrutisingh & Madhu, 2016). This study explores the possible design intervention of the printed textiles of Kutch, Gujarat and focuses on finding a new path for the socio-economic development of the artisans. The focus is on Rogan, Bandhani, Ajrakh and Applique's work. The idea is to understand and analyze the current socio-economic conditions of the artisans and to study the buyer's psychology. The study of buyer's psychology will help us understand the main parameters of the buyer's purchases of a product and to use this data to curate handicrafts with possible design interventions in turn paving the way for the artisans to make their current conditions better.

Review of Literature

- Kruti Dholakia & Umeshwari Parmar (Dholakia & Parmar, 2021) conducted a design exploration in beadwork Gujarat. They created designs products that were in the form of home décor items and wearables as a part of accessories for western outfits. This craft form holds cultural importance in the traditions of Gujarat. In-depth research was conducted keeping in mind the color palette These products could be used as decorative accessories for utensils which the young girls carried as a part of their dowry. The design interventions they curated held culturally auspicious motifs such as "Shreenathji"- an incarnation of Lord Krishna, "Gaya"- cow, Lord Ganesha, holy pot- "Kumbh and Swastika symbol", "Hathi"- elephant, etc. It was concluded that by carefully understanding the limitations of a craft, and proper survey a wide range of products can be curated.
- Reham Abdelbaset Sanad (Sanad, 2016) conducted comprehensive research on the consumer attitude and purchase decisions of the target audience for apparel and textile products. The parameters of research included social, cultural, personal, and psychological aspects which play a role in buying products. The study was conducted on two parameters namely, consumer-centric variables such as consumer involvement, cultural influences, psychological fields, social aspects and personality; and market-dominated variables such as physical attributes, marketing strategies, online purchases, and pricing. The research paper deduced that even if marketing strategies play an influential role that provokes the consumer to buy a product, the consumer-centric aspects have a more significant role in the selling of products.
- Amisha Shah and Rajiv Patel (Shah & Patel, 2019) conducted their research on the impact of handicraft promotions in Gujarat. Their main focus was textile handicrafts artisans in the Surendranagar district of Gujarat which was not much recognised and underprivileged which resulted in the occupational shift. The research highlighted the need to create more awareness and the need for the development of more schemes to revive the handicrafts of these regions. In-depth research on the roles of the various Government and non-government schemes that work towards the promotion of handicrafts was conducted. A few of these schemes include the Development Commissioner Handicrafts (D.C.H.), The Central Cottage Industries Corporation of India Ltd., The Khadi and Village Industries Commission (KVIC), etc. It was concluded that despite the efforts taken by these organizations, the impact that needs to happen at the grass root level is not very significant.
- Deepshikha and Pradeep Yammiyavar (Deepshikha & Yammiyavar, 2019) discuss the negligence of research that exists in the area of Traditional Indian Textiles. The paper examines the relationship between emotions, clothing and LED wearables and the role of dynamic crafts in non-verbal self-expression in the form of 2 experiments. The first experiment is conducted with the help of 30 young respondents and the second experiment is conducted with the help of 60 respondents. The first experiment understands user perception regarding the Traditional Textiles of India. The second experiment deals with communicating emotions through static and dynamic Traditional jackets. The first experiment was conducted with 30 young female respondents whose age group lie between 18-32, they belong to graduate or postgraduate level at a national technical institution located in North- East- Guwahati, Assam, India. The respondents

were given 12 images of saree and they were asked to state their preferences on various attributes such as motifs, emotions evoked etc. The analysis of the experiment was done with Cronbach's Alpha for reliability using SPSS. The second experiment was conducted with 60 young respondents, aged 18-28 amongst 10 males and 50 females, who belonged to the senior Fashion Design and Fashion Merchandising. The respondents were asked to rate 10 emotions when they wore LED jackets. The analysis of the experiment was done with Cronbach's Alpha for reliability using SPSS.

- Mamatha Hegde (Hedge, 2019) states the review of significant Textiles from various parts of India such as Pashmina, Naga, Kullu, Chikankari, Shisha work etc. It states the introspection that these textiles can enhance economic growth even more, by innovating new designs while still maintaining the novelty of the traditional practice. It emphasizes the fast-moving fashion industry stating that these textiles might be changed into various other wearables while maintaining the originality of design that has been passed on from generations as a part of our traditional culture. It urges one to come up with a new business development plan to use this opportunity for the betterment of the rural tribes who are dependent on these arts for their livelihood.
- Akshita Bakliwal and Radha Kashyap (Bakliwal & Kashyap, 2019) in their paper demonstrated the importance of reviving traditional textiles. They stated the importance of traditional textiles and the challenges faced by weavers of traditional textiles. The study reveals the weaver's major setbacks, such as the lack of raw materials, inadequate finances, and poor promotion of the textiles. The suggested ways in which awareness can be created for the revival of these textiles. They highlighted the importance of creating a platform for these weavers to demonstrate handicrafts in the form of exhibitions and curate a new range of products through design interventions.
- Heena Dalal (Dalal, 2019) describes the "Make in India" initiative which was started in 2014. The aim of the initiative was to support the textile industry by creating a platform for textile industries to better their economic conditions and enhancing skill development in turn accelerating the growth of the industry. The basis of the study was secondary data which was sourced from magazines and newspaper articles, journals, research papers etc.
- Syed Khalid Hashmi (Hashmi, 2012) enlightens the importance of the Indian handicrafts industry as one of the major contributors to the Indian economy. The paper focuses on the exports of Indian handicrafts, the product range created for the abroad market and the strengths of Indian handicrafts and the setbacks faced by Indian handicrafts. Two types of handicrafts were broadly studied, they are decorative items and articles of everyday use. It was concluded that the products of handicrafts have their own uniqueness and originality, hence, the need to create awareness for the revival of these arts is paramount.
- Kjell Toften and Trond Hammervoll (Toften and Hammervoll, 2013) in their research analyzed the challenges faced by the niche market. The research explores the parameters of the success factors of niche markets and the drawbacks of introducing products in niche markets. Even though the study is a comprehensive review, the potential problems faced by niche markets are highlighted and methods to execute the product promotions are suggested.
- Sana Mushtaq Shaikh (Shaikh, 2020) did a study on marketing opportunities of handicraft products and consumers' buying behavior. The paper describes a brief history of the handicraft market, and the current status of these products in the market. In-depth research is conducted to analyze the parameters based on which the consumer buys the

product. The paper demonstrated the critical challenges faced by this sector such as insufficient institutional framework, no access to market intelligence, relevant education etc. The paper suggests ways to better bridge the gap between end consumers and the handicraft industry.

- Maria Carina Casas and Dr Justine Chinoperekwey (Casas & Chinoperekwey, 2019) discussed the impact of color psychology on consumer buying behavior specifically for apparel. The paper highlights the relationship between color psychology and consumer buying. It describes the impact of cultural and psychological beliefs that influences the buying tactics of apparel. The basis of the paper was the secondary sources of data which includes magazine articles, journals and empirical sources. It was concluded that color psychologically has a significant role in consumer behavior and if one studies the psychology of their target audiences the chances of making sales are better.
- Osmund Rahman & Devendra Kharb (Rahman & Kharb, 2019) discuss the overview report of the Textile sector of India. It demands to understand the relationship between cultural values, fashion designer's vision in the rapidly growing fashion industry. It also assesses the fact that Indians tend to shop for mainstream events such as weddings and special events. These people constitute nearly 40% of the typical consumers. The study inspects the interactive relationship of minimalism vs maximalism, traditional vs modernity, consumption vs utilitarian consumption. The study is bound to be useful for retailers, artisans, design educators etc. In turn, this study will mostly benefit the policy makers.
- Dr Shruti Tiwari and Divya Dhakad (Tiwari & Dhakad, 2020) research the effectiveness of design intervention on the revival of Pichwai Paintings. The objective of the paper was to revive the Pichwai Paintings, to provide a new perspective to portray the designs of these paintings in turn uplifting the socio-economic status of the artisans who practice this art form. The paper highlighted the challenges faced by these artisans and focused on the design intervention of these paintings in the form of apparel. It was concluded that design intervention is an effective tool to uplift the craft and created awareness about this art.
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Aim

To study if design intervention is an effective tool to improvise the socio-economic status of Kutch artisans of Gujarat in the luxury market.

Objectives

1. To understand, study and document the buyer psychology affecting traditional textiles' limited usage in sales and marketing strategies.
2. To provide a fresh outlook for the artisans to enhance textile demands.
3. To explore new dimensions to the traditional textiles of Kutch yet maintaining its value.
4. To explore the possibility of design interventions and create a market segment for artisans at global level.

5. To study the problems and challenges of socio-economic conditions that the artisans need to overcome to enter the luxury market.

Rationale and significance of the Proposed study:

1. Key Success factors for implementing niche markets and potential problems are identified.
2. Revenues for advancing and betterment of the economic conditions of artisans are discussed.
3. To create a new path for the revival of the textiles of Kutch and enhancing the economic status of the artisans of Kutch
4. An in-depth analysis of the working and the making of these textiles in one document.
5. A detailed analysis of limitations and prospects of introducing textiles of Gujarat in niche markets.

Methodology

1. Literature Review
• Problem statement
• Literature review
• Research gap
• Aim & Objectives

2. Research Design
• Conduct survey based on appropriate sampling techniques
• Independent & Dependent variables to conduct survey

3. Data Collection
• Survey
• Design Intervention: product creations
• Survey: Analyze the reaction to these products

4. Hypothesis testing
• Analysis of survey of design intervention products

5. Final Documentation

Expected outcomes

1. Design intervention is an effective tool to uplift the socio-economic conditions of the artisans.
2. Overview of the making process of the printed textiles of Kutch.

Research Questions

1. Is design intervention an effective tool for the upliftment for the socio-economic conditions of artisans?
2. What kind of marketing strategies can be employed to introduce printed textiles of Kutch in the niche market?

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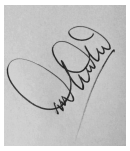

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